

This isn't the This Week that was.

It has a brilliant new editor.

His name is Bill Woestendiek. He is a former Executive Editor of *Newsday* and Managing Editor of *The Houston Post*. Under his guidance, both papers achieved significant gains in circulation, and the *Post* won its first Pulitzer Prize. He is a winner of Sigma Delta Chi's foreign correspondence award (1962). He has edited and written for both newspapers and magazines.

As his Managing Editor, Bill Woestendiek has chosen Campbell Geeslin, who brings a broad background of magazine experience to *This Week*. He is the former Magazine Editor of *The Houston Post*, and has planned, created and edited roto magazines for the Gannett newspapers.

As Bill Woestendiek sees it, his job is to ring in the new without ringing out the old. To give *This Week* renewed verve and vigor and excitement, while retaining the point-of-view and respect for basic values that have made it the best-loved Sunday magazine in America.

It has a dramatic new look.

Remember the *Herald Tribune's* beautiful *New York* magazine? The man behind its striking look was Joe Sapinsky—the new Art Director of the new *This Week*.

In recent years, Sapinsky has been working abroad. Now he's back—bringing new freshness and originality to the pages of *This Week*.

It's adding new markets.

A lot of good things have been happening since *This Week* came under new management.

New newspapers are being added to *This Week's* list of outstanding distributors:

In Stockton, California—
The Stockton Daily Record.

In Albany, New York—
The Albany Times-Union and
The Knickerbocker News.

In Huntington, West Virginia—
The Huntington Herald-Advertiser.
More are on the way.

It offers attractive new "partnership" options.

1. *The Tandem Plan*. This advantageous plan is already working in Birmingham. It lets you offer your readers a highly professional blend of nationally and locally edited material. While *This Week* prepares the national portion, your staff readies the local material (including advertising). Then both are printed as a single magazine.

2. *Tandem Representation*. Papers selecting the *This Week Tandem Plan* can elect to have *This Week* represent them on national advertising that goes into the local pages of the magazine.

3. *Direct Representation*. If your paper has a separate, locally-edited supplement, you can choose to have our sales staff represent you for national advertising—whether or not you distribute *This Week*. There is a modest sales commission for this service, but no discount. (So you get the benefit of your full card rate.)

It's up in ad pages.

This Week has shown dramatic advertising growth in each of the last five quarters — a period in which most magazines have been up only slightly, or down. Here are the figures for the first quarter of 1969:

<i>This Week</i>	+10.5%
Women's Magazines	+2.8%
Weeklies and bi-weeklies	+0.7%
Monthlies	+6.1%

Why not visit our office during convention week, and meet our new editorial and management people. They'll tell you about *This Week's* plans for the future and, we think, prove it can be an important asset to your Sunday package.

If you prefer, call Perk Rankin, Executive Vice-President, Newspaper Relations, and he'll arrange to visit you. The number is (212) 697-5500.

The new This Week